



**RIVERS**  
CASINO  
PORTSMOUTH



**PORTSMOUTH CITY COUNCIL BRIEFING**  
**MARCH 9, 2021**

# PROVEN DEVELOPERS

## REAL ESTATE DEVELOPMENT

- Rush Street Gaming (RSG) success is a direct result of its founder's decades of successful urban real estate development of game-changing projects that enhance each host community
- RSG Founder and Chairman Neil Bluhm is a self-made billionaire raised by a single mother in Chicago
  - Graduated from Northwestern Law School on a scholarship
- Started a real estate business with one small transaction in the 1970s
- Owned or developed more than \$60 billion in world-class real estate (including retail, office, luxury hotels, multi-family) and, most recently, a portfolio of destination casinos



# INDUSTRY LEADERS

## CASINOS, RESORTS AND HOSPITALITY

- Rush Street Gaming (RSG) founded in 1998
- Developed 6 mixed use casino developments in U.S. & Canada totaling \$3 Billion investment
- Currently operates four casinos that employed approximately 6,000 people in 2019
- Generates more than \$1.25 Billion in annual gaming revenues (2019)
- One of the fastest-growing gaming & hospitality companies in North America
- Launched Rush Street Interactive (RSI), a rapidly growing sports wagering and online gaming company; currently #1 in online casino revenue in the U.S. as of Q3 2020 and listed on NYSE under ticker “RSI”

**RUSH** STREET



# ABILITY TO DELIVER

## Financial Resources

- Neil Bluhm owned or developed over **\$60B** of real estate
- Executed **\$6.6B in debt** across 18 different **property specific** financings
- Financed major casino projects during and shortly after Great Recession
- Repeat borrowers from top institutions:



## Construction & Development

- Each RSG project delivered **on-time and on-budget**
- Architect with decades of development experience and tons of experience with RSG.
- RSG leveraging past expertise in undertaking selection process for General Contractor for Rivers Casino Portsmouth project
- The design of Rivers Casino Portsmouth is in process with RSG's preferred architect Klai-Juba who brings decades of successful casino design experience to the Project





## RIVERS CASINO

SCHENECTADY, NY

- Opened: Feb. 2017
- 2019 GGR: \$169M
- Team Members: 1,090
- Annual Vendor Spend in NY\*: \$27M

*\* Including rent*

**Mayor Gary McCarthy:** “Rivers has been catalyst for economic development and tourism in the area and has created numerous opportunities for residents. Rivers has shown a strong commitment to hiring and training local residents and using local vendors...”



# RIVERS CASINO

PHILADELPHIA, PA

- Opened: Sept. 2010
- 2019 GGR: \$318M
- Team Members (2019): 1,590
- Annual Vendor Spend in PA: \$13M

**Philadelphia City Council president, Darrell Clarke:** “Since the casino broke ground in 2009, it not only created local construction jobs, but was a springboard to permanent jobs, as well as a catalyst for improvements to the neighborhood and surrounding communities. . . . [Rivers] ignited an entertainment renaissance that was highlighted by Forbes in a feature titled, "How Fishtown, Philadelphia Became America's Hottest New Neighborhood.”



# RIVERS CASINO

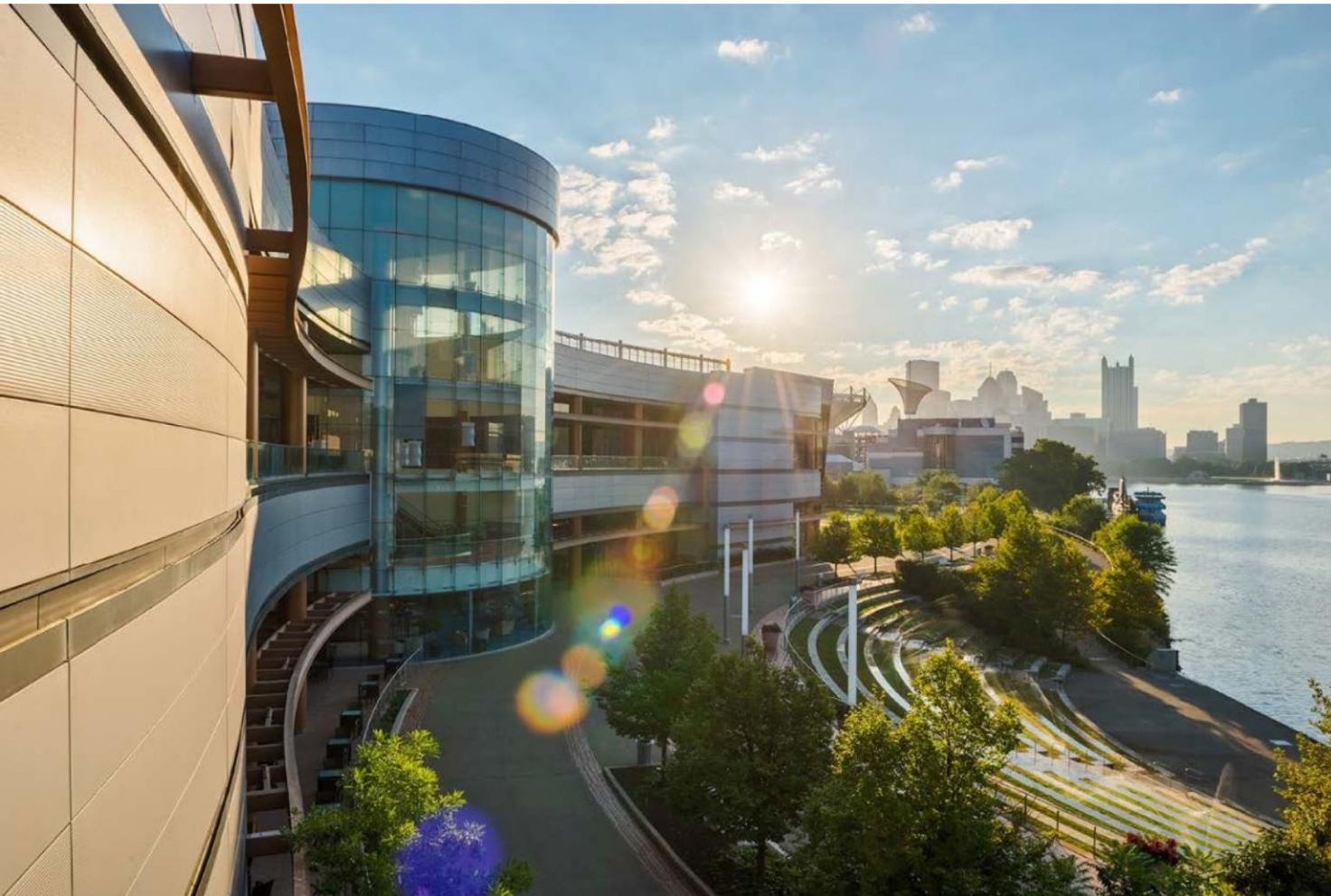
PITTSBURGH, PA

- Opened: August 2009
- 2019 GGR: \$387M
- Grew GGR by 16% between 2016 and 2019
- Team Members (2019): 1,600
- Annual Vendor Spend in PA: \$26M

## **Pittsburgh City Councilman Dan Lavelle:**

“[Rivers Team] has conducted themselves with the utmost reliability and integrity, and in the public’s best interest”

“ . . . Hiring locally and maintaining high operational standards are vital to the success of Rivers Casino and the City of Pittsburgh. As one of our most generous community contributors and one of our strongest producers of tax revenue, we count Rivers among the best businesses in Pittsburgh.”





# RIVERS CASINO

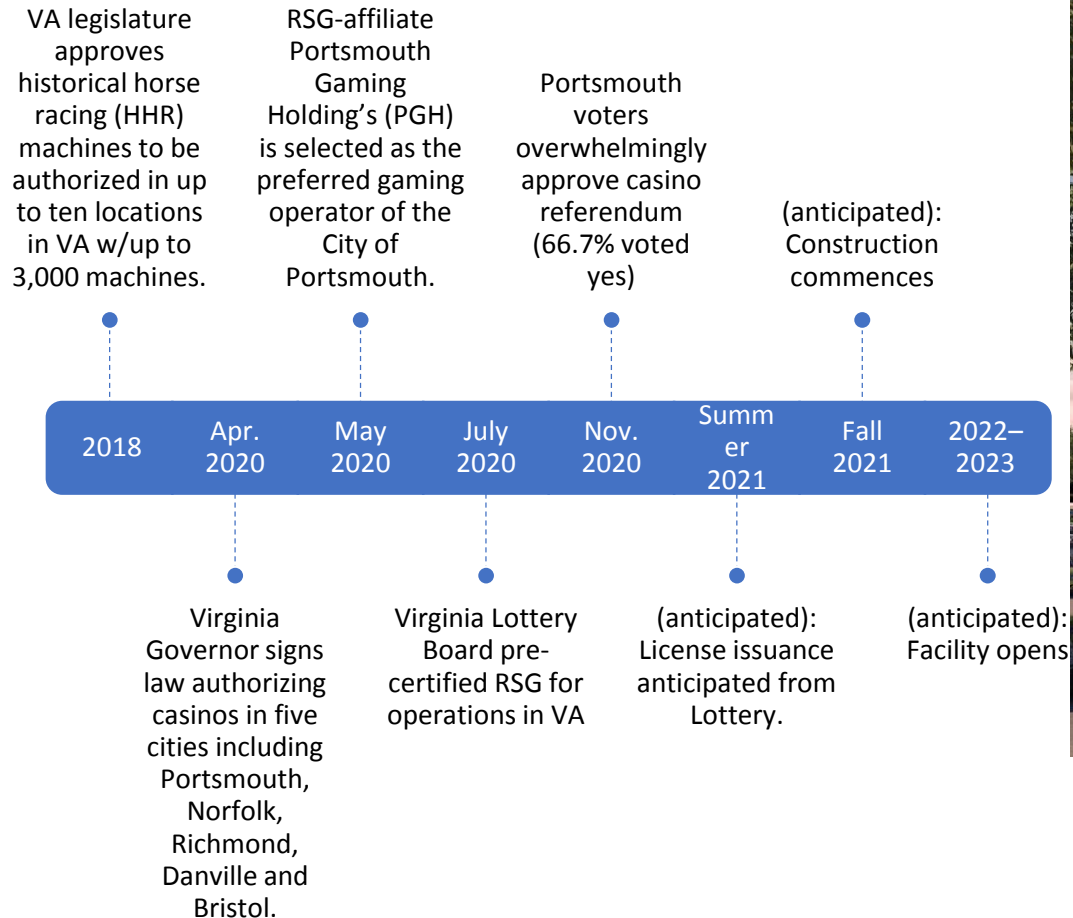
DES PLAINES, IL

• opened July 2011

- 2019 GGR: \$451M
- #1 in GGR of IL's 10 casinos
- Team Members: 1,460
- Annual Vendor Spend in IL: \$42M

**Mayor Matthew Bogusz:** “As local leaders, you want to know if the organization you will partner with will do what they say, be a responsible operator, improve the quality of life for families and spur business growth and development . . . Rivers Des Plaines has delivered on its promises and been a catalyst for prosperity, opportunity and economic attainment for area residents.”

# PORTSMOUTH PROJECT BACKGROUND & TIMELINE

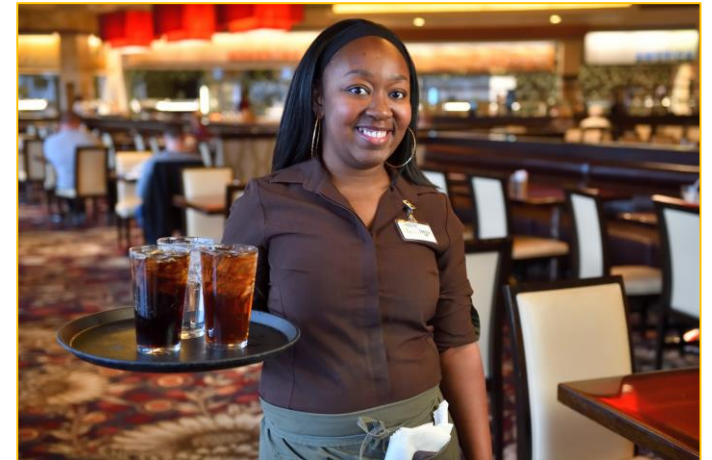


\* Virginia Lottery Board technically has until April 2022 to issue casino licenses. Project also requires approvals from the City of Portsmouth including zoning, site plan approvals and permitting typical of most real estate projects.

# Longstanding, Companywide Commitment to Diversity & Inclusion

Diversity and inclusion is “embedded into the fabric” of what we do as a company.

- Workforce Diversity
- Community Engagement
- Supplier Diversity



# Workforce Diversity

We constantly think about effective ways to engage the community and link residents to job opportunities.

- Strategic Partnerships
- Customized Training Programs
- Internship Programs



# Community Engagement

We are good corporate citizens who are actively engaged in the community.

- Charitable Donations
- Service Projects
- Board and Committee Involvement



# Supplier Diversity

We are committed to supplier diversity and inclusion in every aspect of development and operations.

- Hosting vendor recruitment fairs
- Mentoring and Educating Suppliers
- Third-party supplier diversity recruitment events
- Supporting/sponsoring organizations with supplier diversity missions.
- Engage existing local business diversity networks.



# PA Snapshot: Recent & Ongoing Initiatives

## PITTSBURGH

- Host of annual SHARE supplier diversity “matchmaker” event at River Casino Pittsburgh
- Supplier development and diversity event for The Landing Hotel Pittsburgh
- MWDBE Government Committee’s 18<sup>th</sup> Annual Conference for Minority, Women and Disadvantaged Business Enterprises was held at Rivers Casino’s Pgh’s Event Center
- Established internal Supplier Diversity Council to focus on opportunities for minority and women-owned businesses
- Active member in Hispanic Chamber of Commerce, The Northside Chamber of Commerce, and the Eastern Minority Supplier Diversity Council



## PHILADELPHIA

- “How to do Business with Rivers Casino Philadelphia” recurring supplier diversity forum
- Participation in Philadelphia Convention Center’s PHL Diversity Event
- Participation in “Lunch with the City’s Leaders” Urban Affairs Coalition fundraiser
- Active member in African-American Chamber of Commerce, Hispanic Chamber of Commerce and Asian American Chamber of Commerce



# Construction Subcontracting



Ballard-Yates is committed to supporting small business concerns, including those of ***socially and economically disadvantaged businesses***, in its subcontracting programs.

The Small Business Program Policy ensures that small business concerns have the ***maximum practical opportunity*** to participate in supplying services and products to meet the purchasing and subcontract needs of Ballard-Yates in a manner consistent with the efficient performance of contracts and in accordance with applicable federal laws.

# Ballard-Yates – Trade Partner Event – Feb 16, 2021



**S.B. BALLARD**  
CONSTRUCTION  
COMPANY



- 1,400 people registered for the Trade Partner Event on Feb 16, 2021
- Approx 10% of the registered people were NEW SWaM and/or Small Disadvantaged Businesses
- Approx 14% of the registered people were EXISTING SWaM and/or Small Disadvantaged Businesses

# RIVERS CASINO PORTSMOUTH OVERVIEW

- Bringing more than 1,300 permanent jobs and **approx. 1,400 construction jobs**
- Rivers Casino Portsmouth plans to spend \$300M+ in total to develop the casino
- After completion, the facility and surrounding site are expected to include the following features:
  - A state-of-the art gaming floor offering a full complement of slots, tables and poker; including separate high limit areas
  - A luxury sports wagering lounge complete with club chairs, table seating and private booths with TV monitors offering betting on a wide array of sporting events (pending regulatory approval)
  - Distinctive and diverse dining options, including VIP Lounge, multiple bars and several dining outlets
  - A multi-purpose event center + outdoor entertainment space
  - Valet parking within a spacious porte cochere
  - Ample self-parking capacity
  - Master-planned to include a hotel

Subject to change and compliance with VA Lottery Board regulation and interpretation of laws as well as City of Portsmouth of approval development plan

# Robust Community Outreach

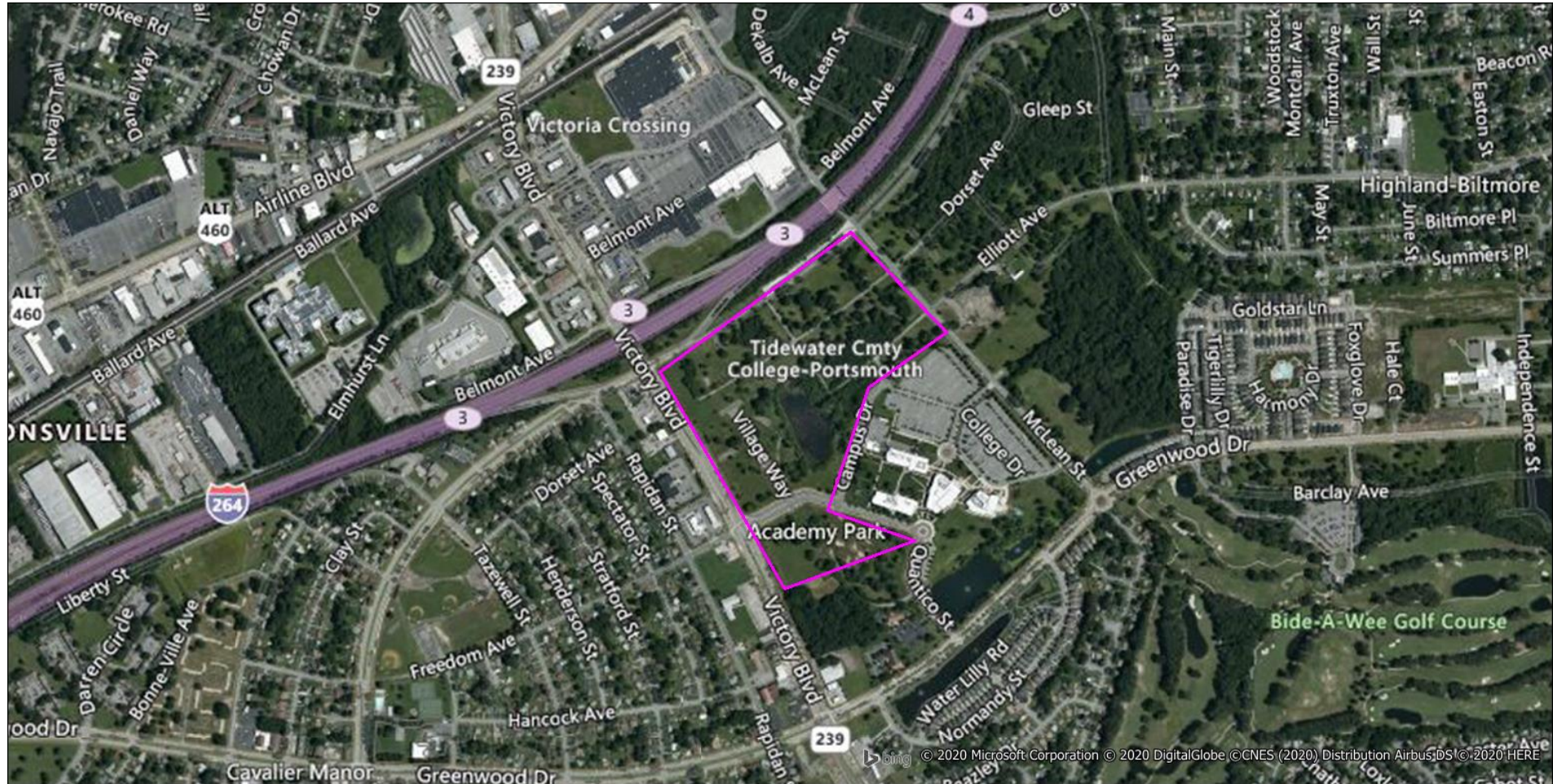
- Briefings to civic, business and faith-based stakeholders
- Virtual Job Fair in September 2020
- TCC Partnership
- Hampton Roads Workforce Council
- Virtual Information Forum – April 2021
- Minority Investors
- New outreach team members



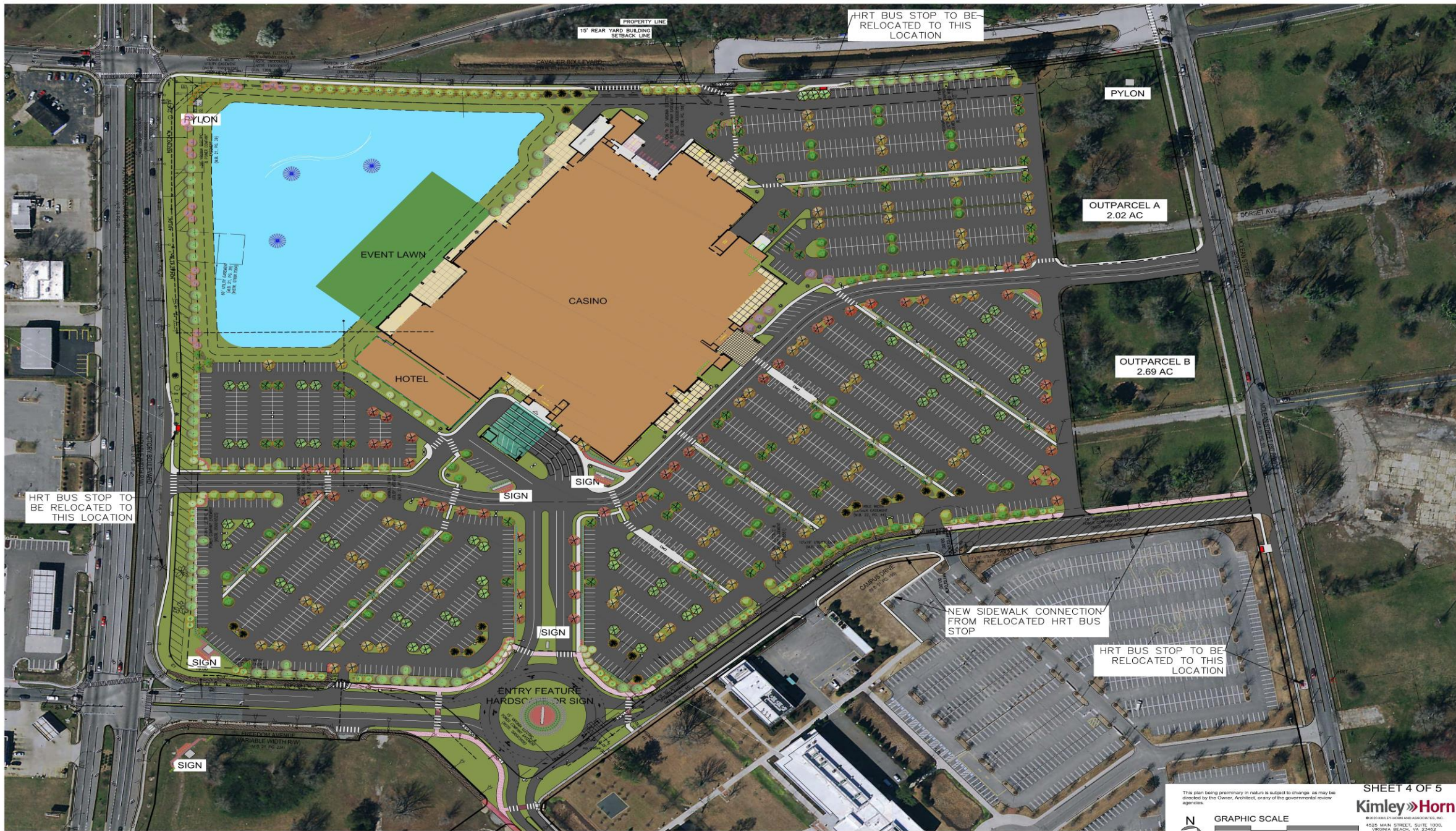
TCC Portsmouth campus

# SITE ACCESS

- Easily accessible from interstate 264 (which connects Virginia Beach to Richmond) via Victory Blvd (major thoroughfare with 3 lanes each way)
- Drivetime from:
  - Richmond: 1 hr 30 minutes
  - VA Beach: 29 minutes
  - Norfolk: 15 minutes
  - Hampton: 28 minutes
  - Chesapeake: 15 minutes
  - Elizabeth City, NC: 53 minutes
  - Greenville, NC: 2 hrs 4 minutes
  - Suffolk, VA: 15 minutes



This document, together with the company and design professional names, is the property of Kimley-Horn and Associates, Inc. and shall be used solely for the purposes and conditions stated herein. No part of this document shall be reproduced or transmitted in any form or by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without prior written permission from Kimley-Horn and Associates, Inc.



RIVERS CASINO PORTSMOUTH Colored Master Plan Exhibit

Drawing name: K:\VAB\_Civil\16050500 - Portsmouth 850 Casino\CADD\Exhibits\Master Plan\Color Master Plan Exhibit.dwg LAYOUT1 Feb 17, 2021 4:11pm

Reference: Esri, HERE, Garmin, NGA, USGS, NPS | Virginia Geographic Information Network (VGIN)

February 19, 2021

© 2021 KIMLEY-HORN AND ASSOCIATES, INC.  
4525 MAIN STREET, SUITE 1000,  
VIRGINIA BEACH, VA 23462  
PHONE: 757-213-8800  
FAX: 757-213-8801  
WWW.KIMLEY-HORN.COM

GRAPHIC SCALE

0' 60' 120' 240'

N

KimleyHorn

SHEET 4 OF 5

# PORTSMOUTH ENTERTAINMENT DISTRICT

- 56+ Acres for phased mixed-use development
- Casino to serve as the anchor for more expansion... with something for everyone
- Provides opportunity for additional development







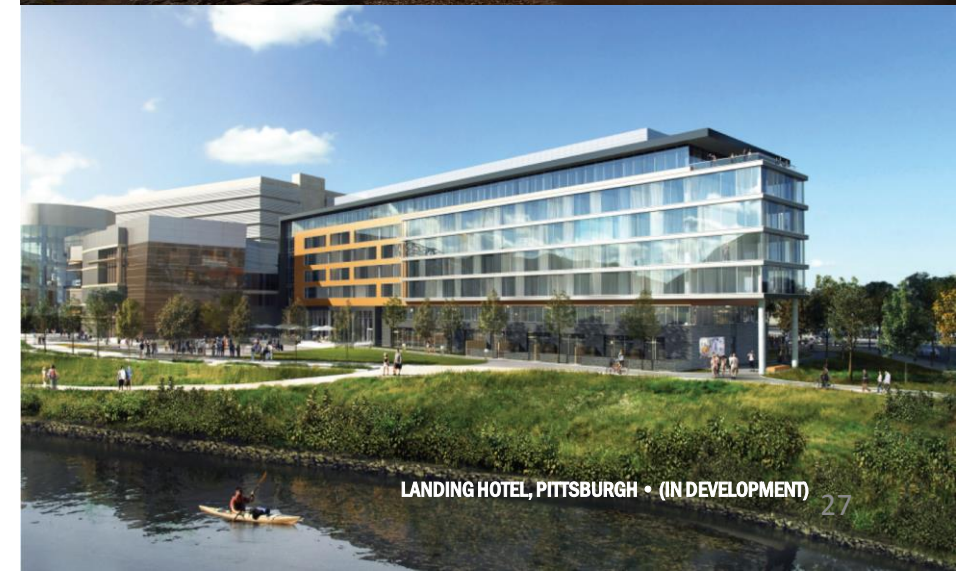






## AMENITIES: PLANNED HOTEL

- Rivers Portsmouth is being master planned to include a hotel.
- Rush Street has developed a hotel in Schenectady branded The Landing.
- Rush Street is currently developing another Landing hotel at its Pittsburgh casino.



## AMENITIES: SPORTS BETTING LEADER

BetRivers sportsbook  
would be a first-class  
attraction at the casino



PHOTO ABOVE IS THE NEW SPORTS BOOK AT RIVERS DES PLAINES IN ILLINOIS.

## AMENITIES: DINING

Rush Street has been successful creating its own food and beverage programming in addition to partnering with local restaurants – such as The Gibson’s Restaurant Group in Illinois and Flipt in Pennsylvania (examples shown here).



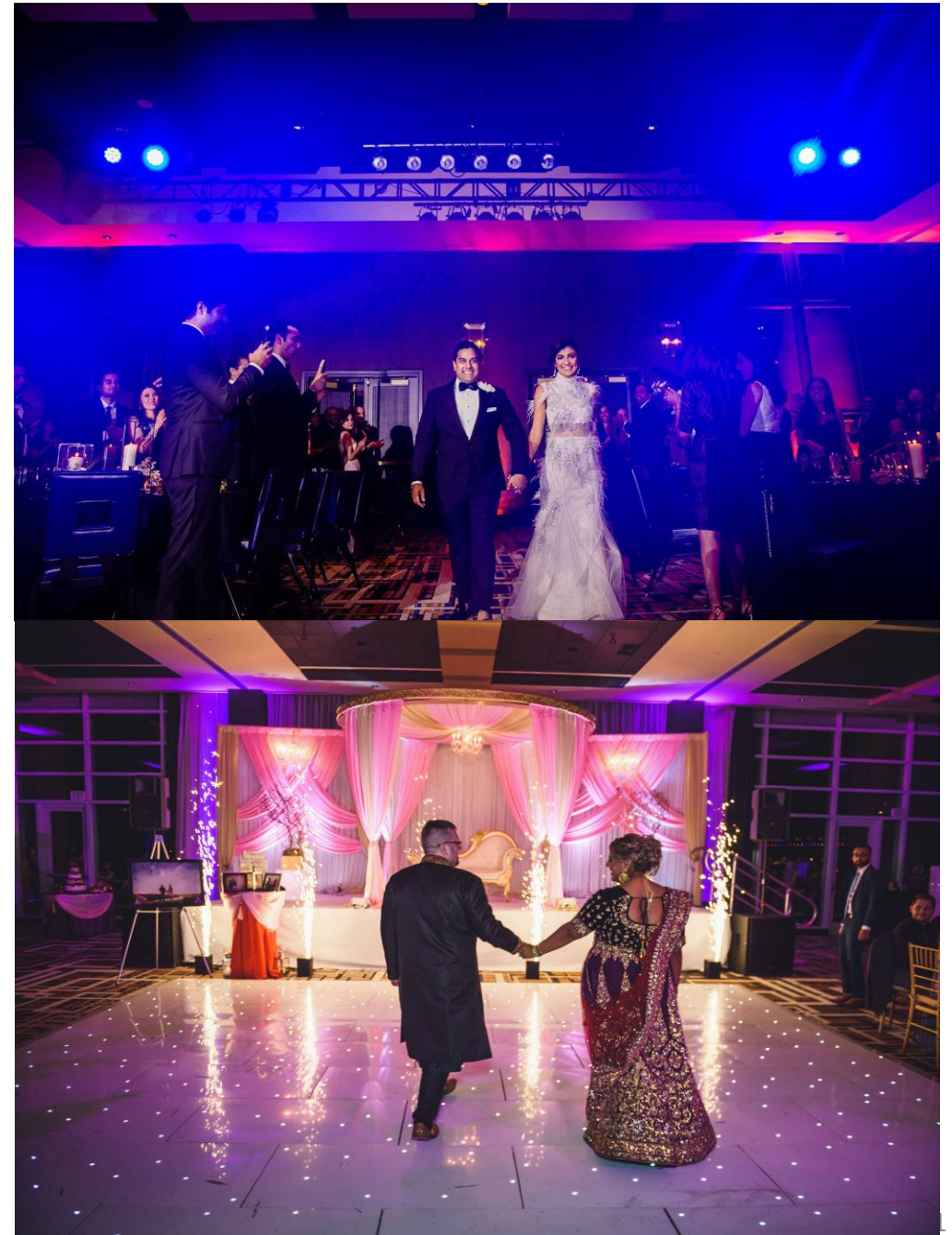
## AMENITIES: LOUNGES

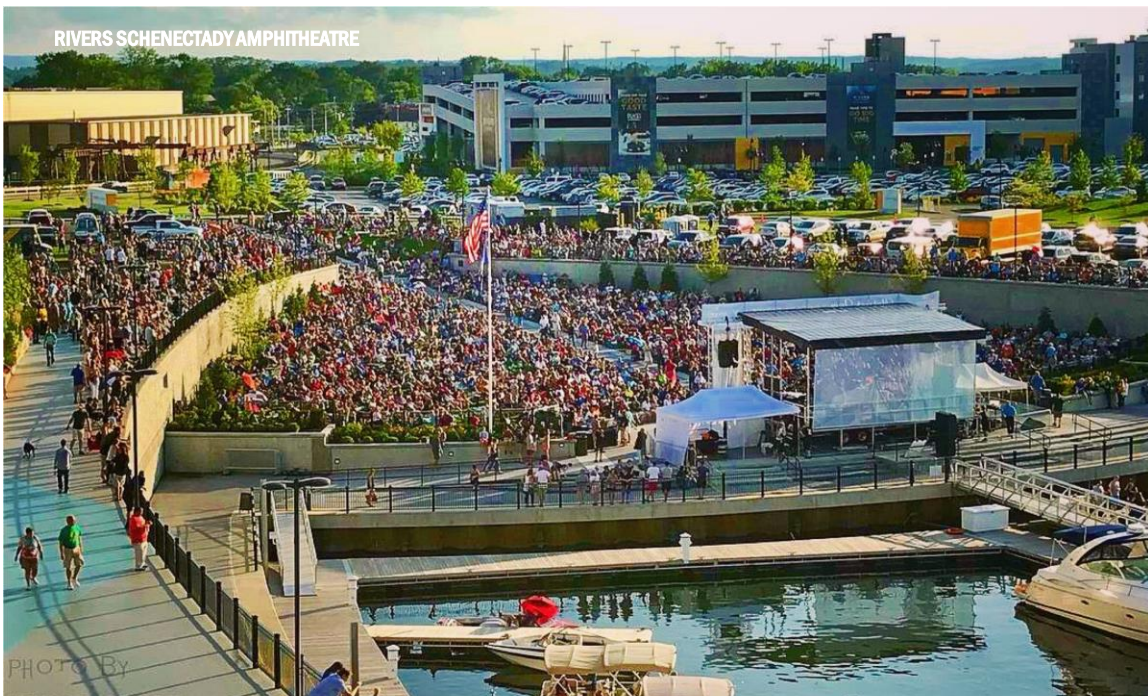


- Rush Street created concepts, the high-limit lounge in Philadelphia and Van Slyck's bar and lounge in Schenectady are shown above.
- Rush Street is currently working on concepts specifically for Portsmouth.

## AMENITIES: EVENT CENTER

- Rush Street is planning a multi-functional event center for Portsmouth.
- The event center in Philadelphia is shown here. It is used for everything from weddings, music, comedy, MMA events, corporate events and player parties.





## AMENITIES: OUTDOOR EVENT SPACE

- Rush Street is also planning an outdoor entertainment area for Portsmouth.
- Examples of other Rush Street outdoor entertain venues are shown at the left in Pittsburgh and Schenectady.

# ECONOMIC IMPACTS

- 1,400 construction-related jobs
- \$300M+ project costs with millions going to local and minority businesses
- 1,300 permanent good-paying jobs at the casino
- \$200 million+ annual economic impact into the local Portsmouth and Hampton Roads economy annually
- \$16 million in taxes to the City of Portsmouth annually



## OUR VISION FOR PORTSMOUTH

- Leverage our experience to deliver a great entertainment destination
- Be a leader on diversity and inclusion in ALL aspects of the project
- Become a great place to work
- Act as an economic catalyst
- Be a great community partner
- Become the first permanent casino to open in Virginia



Contact Information

Delceno Miles, Lead Community  
and Public Relations  
[delceno@themilesagency.com](mailto:delceno@themilesagency.com)  
757-499-9627

[www.riverscasinoportsmouth.com](http://www.riverscasinoportsmouth.com)



Thank You  
For Choosing  
Rush Street  
Gaming



Questions?

